SRH University – Campus Berlin

International Conference on Sustainable Urban Transport in Cities with Tourist Destinations

5–6 June 2025

Dr. Franziska Giffey, Mayor of Berlin, served as the Guest of Honour and delivered the keynote address at the conference.

Foreword

Fig:1 Dr Franziska Giffey, Mayor of Berlin

Tourism is a powerful economic driver for our city. At the same time, it challenges us to reconcile growth with quality of life and sustainability. Urban areas in particular need viable solutions that meet the needs of both the population and visitors. Mobility plays a key role in this context: sustainable and well-connected transport systems create local acceptance and invite visitors to explore new, climate-friendly modes of mobility – experiences that can inspire change in their home regions as well. This conference promotes the exchange of expertise and best practices, sending a strong signal for the integration of sustainable mobility and tourism development. In doing so, it provides valuable impulses for livable, future-ready cities – in Berlin and around the world.

Foreword

Prof. Dr. Frank Wolter

It is with great pride that I present to you the proceedings and outcomes of the *International Conference on Sustainable Urban Transport in Cities with Tourist Destinations*, held at SRH University Heidelberg, Berlin Campus, on 5–6 June 2025. This event brought together distinguished scholars, policymakers, entrepreneurs, and representatives from civil society to engage in meaningful dialogue on the future of mobility and tourism. Over the course of two days, participants shared insights, debated challenges, and explored solutions for advancing sustainable transport systems that balance the needs of residents, visitors, and the environment.

The conference aimed to provide a platform where innovative research could be exchanged and real-world practices could be discussed, helping us to better understand the opportunities and complexities that lie at the intersection of urban mobility and tourism development. Through plenary sessions, expert panels, and focused workshops, participants gained a comprehensive view of how digitalization, electrification, and sustainable transport policies are shaping both cities and tourist destinations. This gathering was also a demonstration of collaboration: between academia and industry, between local authorities and international institutions, and between researchers and practitioners. Such synergies are essential if we are to address pressing mobility challenges in a way that is inclusive, equitable, and forward-looking.

I extend my deepest gratitude to all the speakers, moderators, and participants whose contributions made this event a success. In particular, I would like to warmly thank **Dr. Franziska Giffey, Mayor of Berlin**, for her presence and keynote address, which gave the conference a special recognition and underlined the importance of sustainable mobility in shaping the future of Berlin as a vibrant, welcoming, and forward-looking city. I also wish to acknowledge the organizational support provided by my colleagues at SRH University Berlin, without whom this conference would not have been possible. It is my hope that the discussions and findings presented in this report will inspire further cooperation and innovation in the field of sustainable mobility and tourism. Together, we can build solutions that ensure urban transport systems serve as a foundation for vibrant, resilient, and sustainable communities.

Prof. Dr. Frank Wolter
Head of Department *Sustainable Technology Management – Focus on Mobility and Automotive Industry*
SRH University Berlin

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Figure 2: Overview of the conference

1. Introduction

The International Conference on Sustainable Urban Transport in Cities with Tourist Destinations convened at SRH University of Applied Sciences, Berlin on 5–6 June 2025, bringing together researchers, public officials, industry practitioners, and destination managers to examine how transport innovations and visitor management can support sustainable, high-quality tourism. The meeting combined a full-day NECTAR Cluster 5 Workshop (Day 1) with keynote and panel discussions (Day 2), complemented by practice-oriented activities of the Mittelstandszentrum Digital Tourismus and a networking program (Centre for Digital Tourism for Small and Medium Enterprises). The overall framing and two-day structure are captured in the event poster and agenda materials, including the Day 2 keynote by Dr. Franziska Giffey and the panel blocks hosted in The Cube at SRH.

Day 1 (Thursday, 5 June): NECTAR Cluster 5 Workshop. The academic program opened with Prof. Luca Zamparini (University of Salento) on the transport–tourism nexus, public policy levers, stakeholder collaboration, and the critical role of information in steering sustainable choices. Subsequent contributions addressed digital guest-tickets and mobility cards (Dr. Gronau), the attitude–behaviour gap in tourist mobility (Dr. Scagnolari), and the influence of latent environmental attitudes on mobility decisions (Prof. Román, Prof. Martín, et al). The afternoon focused on service and design innovations (Dr. Wolter on battery-electric boats; Dr. Bruzzone on cellphone big-data/entropy analysis; Prof. Scorrano on MaaS and shared micromobility), before closing with active-tourism insights on e-bikes (Dr. Tagliabue) and slow travel around lake destinations (Dr. Crotti). The session order and speaker list are detailed in the Day 1 agenda.

Day 1 practice strand & networking. In parallel, the Mittelstandszentrum Digital Tourismus offe-

Figure 3: Group photo of conference panelists and moderators

red impulses, discussions, and workshops on intelligent mobility networks, intermodal trip-chain optimization, and the experiential dimension of mobility. In the evening, a three-and-a-half-hour networking boat event (Riedel "Schöneberg") connected participants and local stakeholders, with stops at key riverfront locations—positioning waterborne mobility as both an experience and a policy topic for Berlin.

Day 2 (Friday, 6 June): Keynote & panels. The second day moved from academic evidence to policy and implementation. The program in The Cube featured three moderated panels on (1) sustainable waterborne tourist excursions (technology pathways, retrofits, regulation, and accessibility), (2) tourism economy, mobility, and urban space (steering flows, data-informed visitor management, and neighbourhood-level development), and (3) tourism and sustainable local mobility (reducing impacts via rail-plus-micromobility, bike sharing, and e-scooter governance). The panel briefs outline the objectives, moderators, and invited practitioners from VisitBerlin, Spotted by Locals, Moffat Centre (GCU), Enticon/BCT, Naturtrip, DB Bike Sharing, VOI, the Berlin Senate, and waterborne operators/innovators.

In sum, the conference advanced a shared agenda: leverage digital tools and data to design seamless, inclusive mobility; pair infrastructure and service design with behavioural insights; and scale low-emission modes (public transport, micromobility, active travel, and cleaner waterborne options) to enhance destination quality for both residents and visitors. The following report builds on the Day 1 research presentations and Day 2 exchanges to document key insights, illustrate implementation pathways, and outline recommendations tailored to urban destinations like Berlin and comparable tourism cities.

2. Presentation Highlights (NECTAR Workshop)

The NECTAR Cluster 5 sessions included nine academic presentations organized into three thematic Sessions:

Sessions 1: Urban Tourism and Visitor Behavior

Sustainable local transport in tourism destinations

Prof. Luca Zamparini is Associate Professor in the Department of Law Studies – Economics Division, Università del Salento (Italy). His talk set out a practical framework for aligning tourism development with sustainable mobility.

Figure 4: Prof. Zamparini Presenting

Prof. Zamparini explained the mutual links between tourism and transport and why destinations must treat mobility as part of the visitor product. He distinguished three lenses—transport for tourism, tourism for transport, and transport as tourism—and showed that real choices depended on trip context, user characteristics, and the physical network. The goal was to make sustainable options the default through service quality and clear information, not just slogans.

Prof. Zamparini emphasised implementation move from isolated projects to coordinated packages that blend hard and soft measures. He urged strengthening public transport and rebalancing incentives away from private cars (parking management, LEZ/congestion tools), pairing capillary public transport with micromobility and safer cycling networks (dedicated lanes, traffic calming, basic amenities). He urged treating information as infrastructure—decision-support data for planners and proactive, multilingual visitor guidance (apps, wayfinding, clear UX) built on data that distinguishes residents from tourists so multimodal chains are obvious and easy. With governance alignment across authorities and operators, these tools enable targeted services (e.g., shuttles, bike sharing where evidence shows demand), make low-emission options the default for short-stay visitors, and deliver measurable shifts in mode share alongside a better on-the-ground experience.

Combined pricing/regulation that nudge behavior, capillary public transport and cycling networks, and a robust information layer for both planners and tourists. Done together, these measures shifted day-to-day visitor mobility toward lower emissions while improving the overall experience.

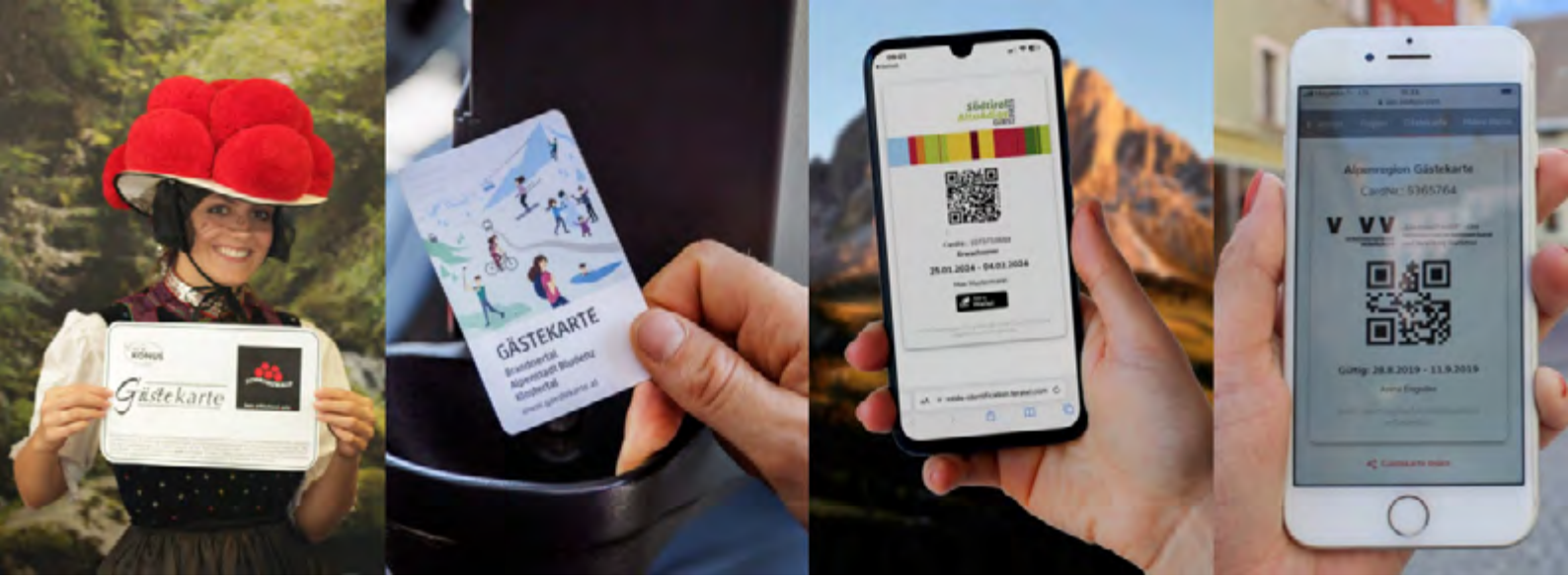

Figure 5: Examples of digital and physical Guest Tickets from European regions. These models were presented by Professor Dr. Werner Gronau as solutions for achieving inter-destination tourist accessibility.

Digital "guest tickets" From intra- to inter-destination accessibility for tourists

Prof. Dr. Werner Gronau is professor at University of Applied Science Stralsund (School of Business Studies). His research connects destination management with public transport, focusing on how digitalisation—open data, big data, and sensor technologies—can enable more sustainable, customer-oriented mobility for visitors and regions.

The talk explained how recent IT advances make it easier, more accurate, and real-time to collect and use public-transport data—an enabler of sustainability in destinations. Building on the German-speaking experience with "guest tickets," Dr. Gronau traces the model from the KONUS card in the Black Forest (2006)—a partnership between destination organisations, tourism businesses, and the public transport authority that grants free public transport for the duration of a guest's stay—to today's push toward digital guest-tickets. The key problem with legacy paper issuance was that guests could not use the ticket on the journey to the destination; digitalisation removes that barrier and opens new possibilities to improve both the customer experience and the service itself.

Anchored in the public-transport digitalisation literature, the presentation presentation the data landscape into three interacting entities:

I. Vehicles: location, occupancy, status, presence of on-board staff;
II. Travellers: time/location of boarding and alighting, ticketing data, preferences, destination;
III. Infrastructure: link conditions such as congestion and people counts at stops.

Dr. Gronau illustrates the paper to app shift with case evidence from South Tyrol (Italy) and Vorarlberg (Austria). Digitising the guest card enables pre-arrival activation, seamless validation during the stay, and richer, privacy-conscious data for service improvement. For destinations, that means a pathway from intra-destination movement (classic "free public transport during

your stay") to inter-destination accessibility, while giving providers the analytics to refine networks, timetables, and coordination among operators. The outcome aligns with environmental, economic, and social goals: mode shift and emissions reduction, resource optimisation, and better access for visitors.

The presentation closes by linking digital infrastructure to governance and design. Regions should: (1) commit to a robust digital guest-ticket architecture (standard data model; secure, interoperable systems) that encompasses the three entities; (2) address the legacy inbound-use gap by enabling pre-arrival issuance/activation; and (3) use the resulting data to continuously improve operations, planning, and customer support. In short, turning a hospitality perk into a strategic mobility instrument depends on end-to-end digitalisation and on using the data produced to elevate both service quality and sustainability performance.

Examining the Attitude-Behaviour Gap in Mobility Choices for Tourism

Dr. Stefano Scagnolari is a Lecturer at the Faculty of Economics and person in charge for the Tourism Observatory (O-Tur) at the Università della Svizzera italiana (Lugano). His work connects travel behaviour, psychology, and policy design, often focusing on how declared pro-environmental attitudes translate— or fail to translate—into actual transport choices by tourists.

The presentation addressed a persistent puzzle in tourism: many travellers declare strong green attitudes yet still fly or drive. Using a nationally representative Swiss survey and a stated-preference experiment that directly pits night trains against flights for long-distance leisure trips, the study investigates the social-cognitive mechanisms behind this intention–action gap and identifies practical levers destinations can use to close it.

Data were collected via an online survey of ≈2,000 Swiss residents covering (1) respondents' last long holiday trip (≥400 km), (2) a night-train vs. flight choice task, (3) psychological constructs, and (4) socio-demographics. Despite widespread pro-environmental attitudes, reported behaviour for the most recent long trip was ≈27% sustainable (train/bus) vs. ≈73% non-sustainable (air/car). The analysis then unpacked the self-justifications tourists used to reconcile attitudes with choices—downward social comparison ("others are worse"), denial of responsibility and denial of control (time, price, convenience), plus "exception-handling" during vacations and perceived post-hoc compensation. Segment results show clear heterogeneity by traveller profile and attitudes, pointing to the need for tailored interventions rather than generic "be green" messages.

Attitude-Behavior Gap Analysis: different segments

Semester	Sustainable	Non-Sustainable
Pro-Environment	**21%** **Group 1:** Sustainable and coherent tourists	**49%** **Group 2:** Attitude-Behaviour negative gap tourists
Non Pro-Environment	**6%** **Group 3:** Attitude-Behaviour positive gap tourists	**24%** **Group 4:** Unsustainable but coherent tourists

Figure 6: Analysis of the Attitude-Behaviour Gap in tourist mobility choices. Dr. Stefano Scagnolari et al.

The matrix in the slide cross-classifies attitudes (pro-environment vs. non-pro-environment) with observed holiday behaviour (sustainable vs. non-sustainable). Four segments emerge: Group 1 (21%) are "sustainable and coherent" (green attitudes and sustainable behaviour); Group 2 (49%)—the largest segment—hold pro-environment attitudes but still travelled by non-sustainable modes (the negative gap); Group 3 (6%) are "positive gap" tourists who report non-pro-environment attitudes yet travelled sustainably; and Group 4 (24%) are "unsustainable but coherent." The distribution makes the gap tangible: nearly one in two respondents sit in Group 2, more than double the fully coherent sustainable group. This is the key target for policy and product design.

The Swiss data confirmed a sizable attitude–behaviour gap and helped explain why it persisted. By diagnosing travellers' self-justifications and constraints, destinations can combine better low-carbon products with targeted nudges so that sustainable choices are both credible and easy—shifting real trips, not just stated intentions.

Is the importance given to the environmental impact generated by tourist mobility decisions affected by latent attitudes towards the environment?

Prof. Concepción Román, Prof. Juan Carlos Martín and other researchers from the University of Las Palmas de Gran Canaria and the University of La Laguna examined whether tourists' latent environmental attitudes—concern and behaviour—shaped the importance they attached to en-

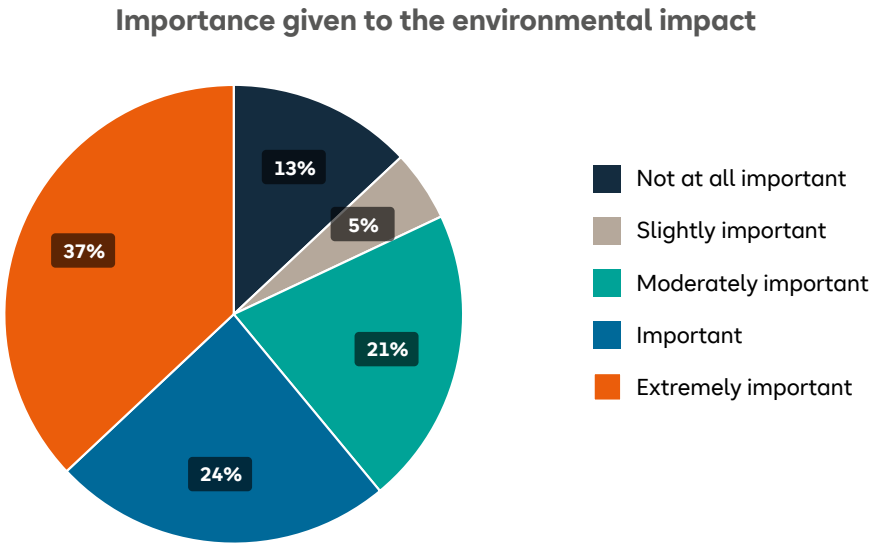

Figure 7: Importance given to the environmental impact. Prof. C. Román et al.

vironmental impact when selecting holiday mobility options packaged as Mobility-as-a-Service (MaaS). The study focused on a mass-tourism island context, where sustainability pressures and visitor volumes were high. Fieldwork took place in the Canary Islands. Visitors were interviewed face-to-face, producing 921 usable responses. Each respondent completed a choice experiment evaluating one-week MaaS packages (managed via a free app; up to four people per package) and then rated how important environmental impact was in their evaluation. This design links actual package choices to a direct measure of the salience of environmental impact for the same person.

Attitudes were unobserved, so the authors estimated an Integrated Choice and Latent Variable (ICLV) model. A MIMIC structure first derives two latent constructs—environmental concern and environmental behaviour (at home and on holiday)—from attitudinal indicators and socio-demographics; these latent scores then enter an ordered probit in which the dependent variable is the importance a respondent assigns to environmental impact when judging MaaS packages. The hybrid setup recognises that attitudes can change how much people weight environmental criteria, not only what they choose.

Preliminary estimates showed that the two latent attitudes mattered, and that they vary systematically by profile and habits. In the structural equations, factors such as gender, age, income, education, place of residence, island of stay, possession of a driver's licence within the group, habitual bicycle use, and intended car use at the destination help explain the level of environmental concern/behaviour. In the ordered model, these latent attitudes increase the weight

tourists assign to environmental impact for some segments, while effects differ by age, income, gender, and education—confirming meaningful heterogeneity in how environmental considerations enter the evaluation of MaaS bundles.

Because the salience of environmental impact is segment-dependent, generic "be green" messaging is unlikely to perform well. MaaS offers should combine strong functional attributes (coverage, reliability, clear pricing tiers, intuitive app flow) with segment-specific positioning that speaks to underlying values and routines—e.g., highlighting the environmental dimension where concern/behaviour is high (frequent cyclists, certain nationalities), and leading with convenience and value where salience is lower, with environmental benefits framed as co-benefits. The same data architecture used for the experiment can guide pre-trip communication, on-app cues, and default package design tuned to the visitor mix by season.

The study demonstrated—on real tourists in a mass-tourism destination—that latent environmental attitudes helped explain how much environmental impact matters in mobility decisions. Recognising and designing for this attitudinal heterogeneity is key to turning MaaS from a generic bundle into a targeted instrument that improves visitor experience while advancing sustainability goals.

Sessions 2: Sustainable Mobility Services and Digitalization

Feasibility of battery-electric boats for commuter and tourist transport

Prof. Dr. Frank Wolter from SRH Berlin University of Applied Sciences, School of Technology focused on mobility and sustainable transport management. In this study he evaluates whether battery-electric boats could viably connect Campus Jungfernsee (Potsdam) with Berlin for commuters and tourists, and what it would take to make such a service work in practice.

The project asked a simple question with complex implications: whether climate-neutral water transport could offer a credible alternative to road-based commuting while enhancing the visitor experience on Berlin's waterways? The analysis concentrates on the technical, economic, and environmental dimensions of an electric-boat service, using the most promising corridor(s) between Jungfernsee and Berlin.

Figure 8: Map of Jungfernsee Innovation Campus in Potsdam. Source: www.immobilienscout24.de

Dr. Wolter combined (i) route simulations and timetable sketches for candidate links, (ii) a user survey to test demand conditions, and (iii) an operational review of infrastructure and regulatory requirements for electric boats. Two technology paths are contrasted: conventional solar-electric excursion craft (clean, quiet, sightseeing speeds) and new high-performance electric craft (e.g., hydrofoiling ferries) that can achieve higher cruise speeds on suitable stretches. The survey revealed conditional interest among potential users—door-to-door time and fare levels are decisive—while the operations review highlighted the need for reliable shore-power, likely mid-day fast charging on higher-speed services, and a clear framework for speed/wake rules on inner-city waterways.

Key findings

- **Environmental & experience benefits:** Battery-electric boats materially improved local emissions and noise, improving air quality and the on-board/riverfront experience—important for both commuters and visitors.
- **Travel-time competitiveness (corridor-specific):** On certain links electric boats can deliver meaningful time savings versus land public transport; on others, conventional solar-electric boats are clean but not time-competitive under current speed limits. Hence, corridor selection is critical.
- **Demand & pricing:** Interest is strongest when total journey time is reduced and fares are perceived as fair. A tiered pricing strategy—e.g., discounted commuter passes alongside higher tourist fares—can improve revenue while serving both markets.
- **Operations & integration:** Service reliability depends on charging access at terminal piers, adequate fleet size to hold attractive headways, and integration with land PT (through-ticketing, real-time information) so boats add capacity to the wider network, not just novelty.

Electric boats are a credible addition to the Berlin–Potsdam mobility mix when deployed on the right corridor, with proper charging, clear operating rules, and integrated pricing/information. A time-boxed pilot, accompanied by monitoring and stakeholder governance, is the recommended next step to move from concept to implementable service.

Understanding regional and seasonal mobility with Cell Phone Big Data

Dr. Francesco Bruzzone is Research Fellow at IUAV University of Venice Transport Planning presented a reproducible method to analyse who moves where and when using cell-phone big data and Shannon entropy as a compact indicator of how widely people distribute their movements across a region. The case study is Friuli Venezia Giulia (FVG), Italy.

Traditional surveys are costly and episodic. By contrast, anonymised cell-ID data provide continuous, large-scale observation of mobility without user effort. Dr. Bruzzone's goal is practical: a simple, transparent workflow that regional planners and tourism bodies can replicate to monitor seasonality, gender gaps, and inner-vs-non-inner area differences, and to target policies where mobility disadvantages are largest.

Daily records from one Italian mobile operator (WindTre, ≈24% market share) for 01/01/2023–31/12/2023 were used and calibrated to the population. Trips were origin–destination movements between the 204 municipalities of FVG, with ≥30 minutes of stationarity at origin and destination. Users were profiled by gender and age band from contract metadata; traveller Sessions include short-/long-distance commuters and other traveller types. For each group/month/area type, a normalised Shannon entropy index measures mobility diversity (higher = trips spread across more places; lower = concentrated patterns).

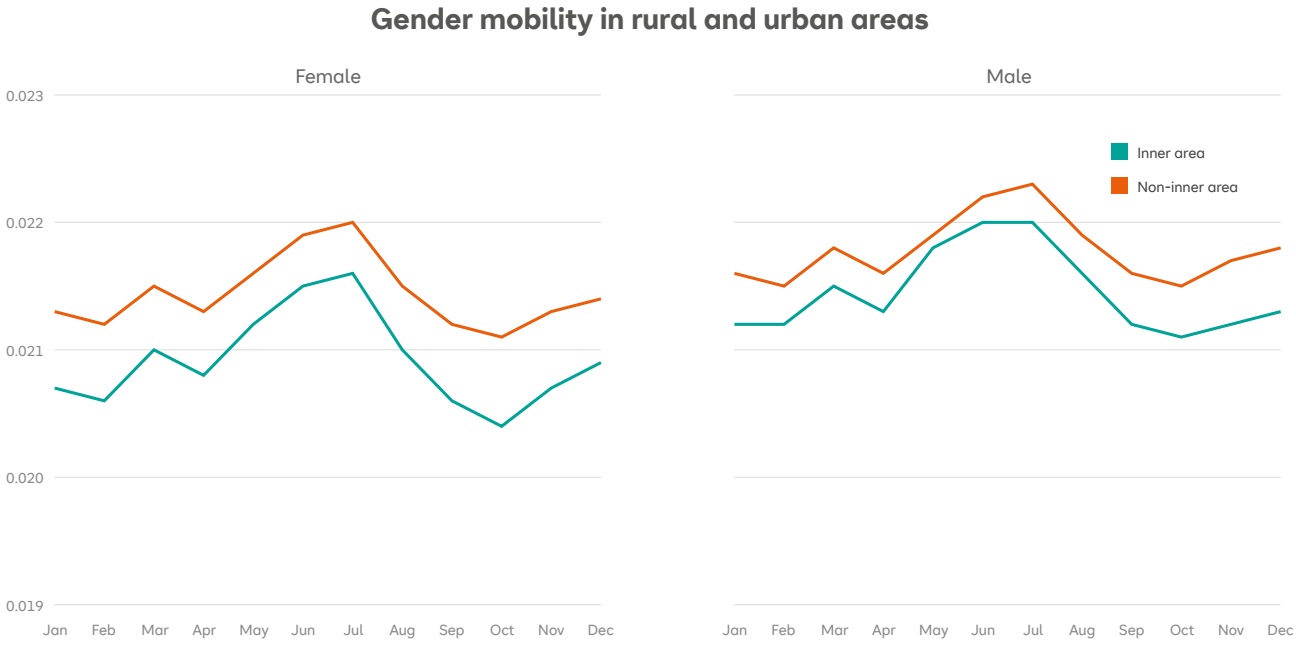

Figure 9: Gender mobility in rural and urban areas. Dr. F. Bruzzone et al.

Main findings

- **Seasonality:** Entropy rose in summer for most groups, reflecting broader spatial activity (tourism, outdoor leisure). Smaller peaks appear around other holidays.
- **Traveller type:** Short-distance within-province travellers show the highest diversity, especially in summer; long-distance commuters show the lowest entropy (men ≈0.0204; women ≈0.0198), consistent with routine, repetitive trips.
- **Gender gap:** There is a gender, seasonal and regional gap. In inner areas (peripheral/rural, service-poor), the winter gap widens, with women's entropy dropping more than men's—evidence of increased mobility disadvantage where services and opportunities are sparse. In peak summer months the gap narrows somewhat as activity expands.
- **Policy use:** The entropy lens helps pinpoint when/where mobility is constrained (e.g., inner-area winters for women) so that service planning, visitor management and equity measures can be targeted.

An entropy-based CBD dashboard lets regions track who is missing out, where, and when. In FVG, it reveals higher summer diversity, commuters' low diversity, and a winter gender gap concentrated in inner areas—evidence that can guide targeted services (e.g., winter PT frequency, on-demand links), visitor-flow strategies, and equity-driven investments.

Leveraging MaaS and service design in tourist areas (bike & scooter sharing)

Prof. Mariangela Scorrano is a Associate Professor in Applied Economics at the University of Trieste (Italy). Her academic work focuses on transport economics, sustainable urban mobility, and the integration of new mobility services into tourism and city-planning frameworks. She is also an active contributor to the NECTAR Cluster 5 network, where her research explores how service design and digital integration can promote more sustainable transport behaviour in tourist destinations.

Prof. Scorrano's presentation examined how Mobility-as-a-Service (MaaS) and service design features influence tourists' adoption of bike and scooter sharing systems. The central question is: Which factors—coverage, availability, cost, or digital integration—most effectively persuade visitors to shift from private or car-based mobility toward shared, low-emission modes?

Bikesharing

Do you use or have you used a bike sharing service?

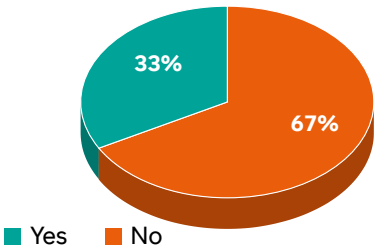

Figure 10: Bikesharing usage in the surveyed area. Prof. M. Scorrano et al.

The research employed a CAWI (Computer-Assisted Web Interviewing) survey of about 451 respondents, analysed using an Integrated Choice and Latent Variable (ICLV) model. Respondents were presented with hypothetical choices for bike and scooter sharing services that varied by service-area size, vehicle availability, pricing (fixed and per-minute), vehicle type (electric or conventional), and MaaS integration level ("book" vs. "book + pay" within the same app). Two latent perceptions—safety concerns and perceived convenience—were incorporated to explain underlying attitudes influencing adoption.

Coverage and availability were the strongest predictors of use. Tourists were far more likely to use shared bikes or scooters when vehicles are visible and accessible near main attractions, stations, and hotels. Price sensitivity was significant: higher unlock or per-minute fees sharply reduce uptake, especially for scooters. Simplified, flat-rate day passes or bundles are better for visitors. MaaS integration substantially increased adoption, particularly when users can book and pay in a single app—reducing friction in unfamiliar cities. Latent perceptions: Safety concerns lower the likelihood of scooter use much more than bike use, while perceived convenience (ease, reliability, and intuitive design) boosts both. Age increases safety sensitivity; younger users value convenience more strongly.

To improve uptake and sustainability outcomes, the study recommended: Expand coverage into tourist zones and guarantee minimum vehicle density at peak times. Integrate shared modes into MaaS platforms, allowing seamless multimodal trips. Simplify pricing with tourist-oriented day passes or guest-card bundles. Address safety perceptions through infrastructure (protected lanes), user education, and in-app onboarding features. Continuously monitor coverage, usage patterns, and safety feedback to refine design and deployment.

Prof. Scorrano's research demonstrates that design and integration, rather than slogans, determine whether tourists embrace shared micromobility. Broader service areas, higher availability, user-friendly pricing, and MaaS integration make shared bikes and scooters convenient, visible, and trustworthy—turning sustainable mobility into an attractive default for visitors.

Sessions 3: Active Tourism and Environmental Impact

Cycling tourism and e-bikes: a game changer?

Dr. Alessia Tagliabue from IUSS Pavia and University of Insubria examined whether—and how—e-bikes were reshaping cycle tourism in Italy. The study's goal is twofold: (i) profile e-bike tourists versus traditional cyclists, and (ii) identify how e-bikes affect trip design (duration, elevation, routing) and service needs, to inform destination and industry practice.

An extensive online survey coordinated with FIAB, Active Italy, and CIAB collected ~2,800 responses; the analytical sample comprises 1,750 individuals who undertook cycling trips of ≥2 days. The questionnaire covered demographics, cycling habits, trip attributes, destination choices, and accommodation. The analysis combined descriptive statistics with logit models to explain e-bike use and to contrast behaviours between e-bike and traditional-bike tourists. Below figure compares cyclists' education, employment status, and average distance per day for the two groups in Dr. Tagliabue's study.

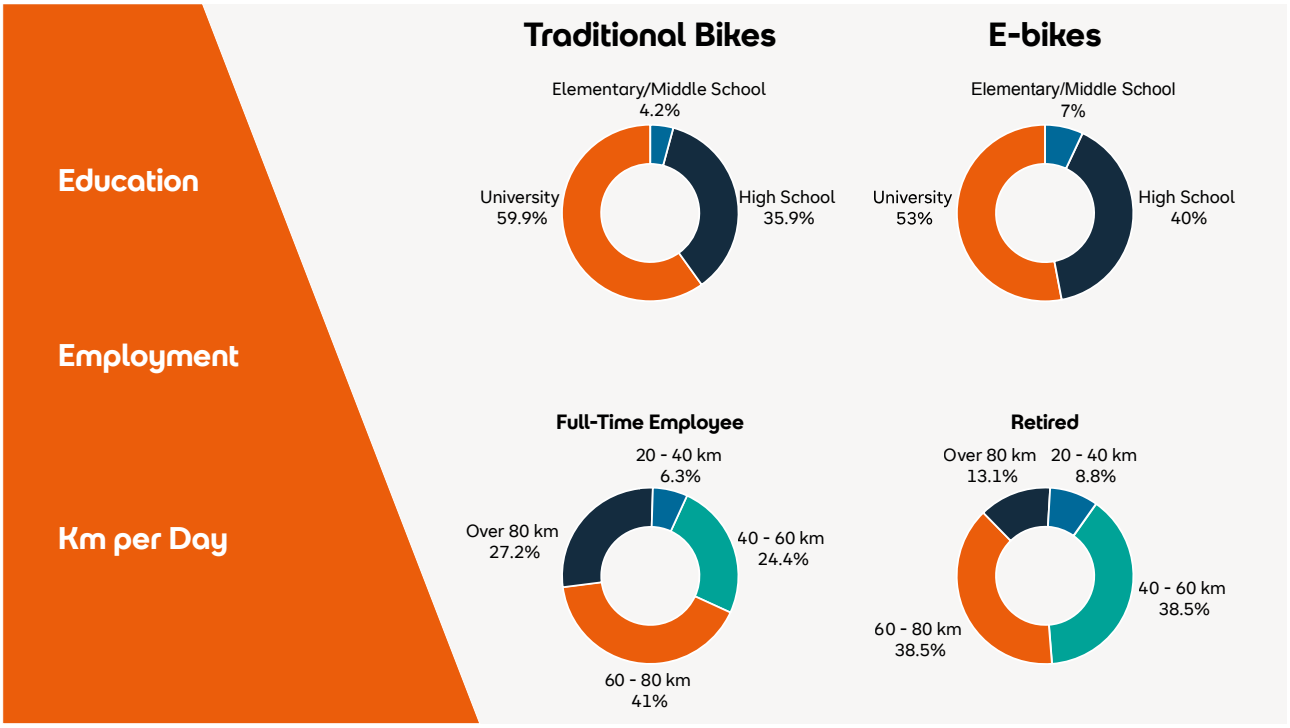

Figure 12: Demographic comparison of Traditional Bike vs. E-bike users. Ms. A. Tagliabue et al.

E-bike users were more likely to be women and older adults, and disproportionately from higher-income households—evidence that motor assistance broadens access for people deterred by the physical demands of conventional cycling. The sample distinguishes converters from new entrants

who began cycle tourism thanks to e-bikes. E-bike tourists plan longer trips and accept greater elevation gains, while keeping daily distances comparable to traditional cyclists—indicating that e-assistance changes where people go more than how far they ride per day. E-bike users prefer structured lodging versus the stronger camping/hostel orientation among traditional cyclists. Both groups value quality cycle paths, PT connectivity, and well-maintained peripheral areas; e-bike users, however, place higher importance on multimodal options and on-route technical assistance.

What this means for destinations & operators

1. **Infrastructure & routing.** Prioritise continuous, safe cycle networks and signposted routes that connect scenic areas and towns while accommodating higher-gain stages that e-bike riders are now willing to tackle. Provide secure parking and charging points at attractions and lodging nodes.
2. **Multimodality.** Strengthen rail-plus-bike integration (bike spaces, easy reservations, clear boarding rules) and surface these options in visitor information; this especially benefits e-bike tourists who want flexible stage planning across regions.
3. **Services & product design.** Encourage bike-friendly accommodations (storage, charging, basic tools) and develop assistance networks (mobile repair, wayfinding to service points). Package day passes/transport bundles that simplify costs across rail and local mobility.
4. **Targeted promotion & inclusion.** Use targeted marketing toward women and older adults highlighting comfort, safety, and scenery; pair with purchase or rental incentives to lower entry barriers and expand participation in low-impact tourism.

The evidence supports the claim that e-bikes are a structural enabler of cycle tourism: they broaden the participant base, extend feasible routes (especially in hilly terrain), and shift service expectations toward reliability, multimodality, and support along the way. Destinations that match infrastructure, services, and information to these needs can unlock larger, more diverse, and more sustainable cycling flows.

Slow travels and biking to the lake: what is the moderation role of cycling tourism attributes?

Prof. Dr. Daniele Crotti from Department of Human Sciences and Innovation for the Territory at University of Insubria, (Italy) investigated whether choosing lake destinations was linked to unimodal cycling—travelling only by bicycle within the destination over multiple days—and, crucially, which destination attributes strengthen or weaken that link. The work contributes the first study focused specifically on cycling unimodality in lake tourism.

Lakes were presented as prized leisure destinations for their natural heritage and cultural meaning, but tourism pressures could affect fragile ecosystems. In the "slow travel" perspective, cycling offers intimate contact with place and low environmental impact. The question is not only whether cyclists choose lakes, but what features of lake destinations make unimodal cycling more or less likely.

Using national survey data collected in 2023 with FIAB (≈1,750 valid observations), the study models two binary outcomes: frequency of unimodal cycling within destinations and frequency of choosing lake destinations ("often" vs "seldom"). Four families of cycling-tourism attributes are measured as moderators: accessibility (bikeable road networks, connectivity), attractions (natural/cultural sites), amenities (quality of overnight lodging and basic services), and complementary services (information, technical assistance). Probit models with interaction terms test both the direct link between unimodal cycling and lake tourism and the moderation by these attributes, controlling for socio-demographics and travel factors.

Figure 13: Prof. Dr. Crotti Presentating

There was a positive, direct association between unimodal cycling and choosing lake destinations: cyclists who travel only by bike are more likely to select lakes. Reinforcement (positive moderation) occurred when cyclists rate road network quality and accessibility highly, when natural heritage sites are present, and when overnight lodging is of good quality. In these contexts, the unimodal-cycling -> lake-choice link strengthens. Attenuation (negative moderation) appeared where the emphasis is on bike-related technical services (e.g., heavy focus on repair/technical support). In such settings, the unimodal-cycling -> lake-choice link weakens, suggesting that over-engineering the service layer can dilute the "slow" experience that attracts unimodal cyclists.

Implications for destination managers

1. Invest first in networks and nature access. Connect lakeside towns and points of interest with coherent bikeable routes; signpost links to protected natural sites and scenic viewpoints.
2. Curate bike-friendly lodging. Promote accommodations with secure storage, wash/dry facilities, and early breakfast/packed-lunch options, raising the perceived quality of overnight stays for touring cyclists.
3. Right-size services. Offer essential support (maps, basic info, distributed repair points), but avoid overshadowing the slow-travel feel with a heavy technical layer.
4. Measure & iterate. Track take-up of unimodal cycling by corridor/season and evaluate how

accessibility, attractions and amenities interact in real use—then adjust investments accordingly.

5. Unimodal cycling and lake tourism go together, and their connection grows stronger when destinations prioritise bikeable accessibility, authentic natural attractions, and quality lodging—while keeping support services light-touch. Designing for these moderators turns lake regions into exemplars of slow, low-impact tourism that deepens visitor experience and protects sensitive landscapes.

3. Workshops Mittelstandszentrum Digital Tourismus

In parallel with the academic NECTAR Cluster 5 sessions, the Mittelstand-Digital Zentrum Tourismus hosted a dedicated programme on 5 June 2025 at the SRH Berlin Campus under the title "Freizeitmobilität und Tourismus der Zukunft: Digitale Lösungen für vernetzte Angebote" (Leisure Mobility and Tourism of the Future: Digital Solutions for Connected Services). This event complemented the research-oriented discussions by focusing on the business and implementation perspective of mobility and tourism digitalisation, particularly aimed at SMEs, start-ups, public agencies and destination management organisations. The programme began with an expert dialogue involving academic and industry representatives, addressing topics such as intelligent mobility networks, intermodal travel chains, autonomous and smart mobility systems and the use of mobile data to analyse visitor movements and urban space utilisation. This introduction set the stage for two interactive workshops that encouraged participants to engage with the practical challenges and opportunities of digital mobility solutions.

Participants were invited to choose between two parallel workshops tailored to practitioner needs. The first workshop, "Gott sei Dank falsch abgebogen – Intelligente Mobilität als Erlebnisbooster" (Thank God I Took the Wrong Turn – Intelligent Mobility as an Experience Booster), examined how guest activity zones can be transformed into experience-rich spaces by using digital tools. Participants analysed action spaces, identified potential experience elements and developed ideas for digital applications that support personalised route guidance, mobility-driven storytelling and enhanced visitor engagement. The second workshop, "Anreise leicht gemacht – intermodale Reiseketten verstehen und optimieren" (Making Travel Easy – Understanding and Optimizing Intermodal Travel Chains), focused on persona-based intermodal travel chains. Participants mapped entire travel journeys, identified structural and emotional pain points and proposed concepts for unified multimodal tickets, integrated digital trip-planning tools, real-time mobility information and improved accessibility, including the seamless incorporation of micromo-

bility services. Through these two sessions, the Mittelstand-Digital Zentrum Tourismus successfully bridged the gap between research knowledge and operational practice, resulting in tangible solution ideas for improving tourist mobility and digital guest communication.

The NECTAR Cluster 5 presentations collectively demonstrated how sustainable mobility in tourism can be improved through behavioural insights, digital tools and innovative transport solutions. Across the sessions, researchers showed that tourists' environmental attitudes do not always translate into sustainable choices, that digital guest tickets and integrated mobility services can significantly enhance accessibility, and that data-driven approaches such as mobile phone big data or hybrid choice modelling provide valuable information for visitor flow management. The presentations also highlighted promising technological pathways, including battery-electric water transport, shared mobility systems, e-bike tourism and the design of multimodal travel chains. Overall, the NECTAR programme emphasised that sustainable tourism mobility requires a combination of behavioural understanding, technological innovation and coordinated policy design.The event began with an expert discussion moderated by academia and practice. Topics included "Intelligente Mobilitätsnetze – Fluch oder Segen für Destinationen? (Intelligent Mobility Networks – Curse or Blessing for Destinations?)" with impulses on intermodal travel chains, autonomous and smart mobility, and the use of mobile data to explore entire cities as research domains.

Beyond its content, the entire event exemplified the application of the SRH CORE principle. The conference was developed and implemented through close interdisciplinary collaboration between the Master of Engineering in Sustainable Technology Management and the Bachelor Tourism programme under the guidance of Prof. Dr. Wolter and Prof. Carstensen. The conference was deeply integrated into academic teaching. Students developed scientific posters, prototypes and research concepts as part of their R&D coursework and used the conference as an opportunity to present ideas, generate potential Master thesis topics and participate in international research sessions. Through this dual structure—scientific NECTAR sessions combined with the applied Mittelstand-Digital workshops—the event provided a comprehensive learning environment that connected theoretical research with hands-on practice. It demonstrated how digital innovation, sustainable mobility strategies and interdisciplinary cooperation can be translated into practical solutions for tourism destinations, thereby supporting both academic development and real-world applicability.

Figure 14: Conference participants networking during Mittelstandszentrum Digital Tourismus

4. Panel Discussions on Sustainable Transport and Tourism

Opening Speech

The second day of the International Conference on Sustainable Local Transport in Tourist Destination Cities was held on Friday, 6 June 2025, at SRH University, The Cube in Berlin. The morning began with a welcome address by Ms. Victoria Büsch, representing SRH Berlin University of Applied Sciences, who extended a warm greeting to all participants and highlighted the relevance of the conference themes for Berlin's sustainable mobility initiatives. She emphasized the university's role as a hub for dialogue and innovation in sustainable urban transport, bridging academic research with practical implementation.

Figure 14: Conference participants networking during Mittelstandszentrum Digital Tourismus

Following the conference opening remarks by Victoria Bruce, Dr. Franziska Giffey, Berlin's Senator for Economic Affairs, Energy and Public Enterprises, delivered the keynote address. In her speech, Dr. Giffey underlined that tourism is a powerful economic driver for Berlin, but one that must evolve in harmony with sustainability and residents' quality of life. She highlighted that urban areas in particular require viable mobility solutions that serve both visitors and local communities.

Dr. Giffey emphasized that well-connected and climate-friendly transport systems not only reduce environmental impacts but also enhance the overall visitor experience and local acceptance. Such systems, she noted, can inspire travellers to adopt sustainable habits even in their home regions. She described the conference as an important platform for sharing expertise and best practices, sending a strong signal for the closer integration of sustainable mobility and tourism development. Her address concluded with a call to action for creating livable, future-ready cities — in Berlin and beyond — through cooperation, innovation, and shared responsibility.

From the very beginning, participants could sense the shift in tone: the second day was less about presenting results and more about shaping dialogue. The moderators guided the discussions in a format designed for engagement—each panelist delivering concise insights, followed by interactive questions and audience participation. Throughout the morning and early afternoon, the Cube buzzed with conversations on electrifying waterborne tourism, steering visitor flows, and decarbonizing local mobility choices. The academic rigor of the previous day

merged seamlessly with the applied wisdom of practitioners, producing an atmosphere that was both reflective and solution-oriented.

After the panels concluded, the conference transitioned outdoors, allowing participants to experience the themes of sustainable mobility firsthand. Attendees joined a bike ride and walking tour through the dynamic district of Neukölln, exploring firsthand the intersections of urban transformation, tourism, and livable mobility. The activity underscored Berlin's commitment to integrating theory with practice, turning the city itself into a living classroom for sustainable transport innovation.

Panel 1: Enhancing the Sustainability of Waterborne Tourist Excursions

Moderators: Dr. Ralph Wahnschafft (Independent Senior Advisor on Sustainable Development Policies); Prof. Luca Zamparini (Associate Professor of Economics, University of Salento)

Panelists: Mr. Volker Schlickum (Consultant for clean air planning at the Berlin Senate Department for mobility); Mr. Andreas Behrens (Chief Executive Officer, Stern und Kreis Schifffahrt GmbH (via video statement)); Ms. Louise Ahrens (Chief Executive Officer, Solarwaterworld AG); Mr. Volker Marhold (Chief Executive Officer, Dahmen & Marhold GbR); Ms. Brigitte Junker (International Policy and Public Affairs Head, Candela Technology, Stockholm).

The first panel discussion focused intently on Enhancing the Sustainability of Waterborne Tourist Excursions. The session convened policy makers, pioneering technology providers, and prominent operators to dissect the transition toward modern, battery-powered river cruise boats and their potential to deliver sustainable mobility in the city of Berlin. The core themes explored included regulatory effectiveness, the economic viability of electric propulsion, technological innovation, and operational challenges within a heritage-rich urban environment.

Summary of Panelist Contributions and Key Topics Discussed

Mr. Volker Schlickum (Consultant for clean air planning, Senate Department for Mobility, Transport, Climate Protection and the Environment, Berlin, Germany): The Regulatory Framework and Air Quality

Mr. Schlickum initiated the discussion by outlining the government's measures to curb local air pollution, particularly along the inner-city stretch of the Spree River. Drawing on his long experience in emission reduction, he provided an assessment of the current state of air quality protection. A primary focus of his contribution was the efficacy of past government-supported programs aimed at retrofitting conventional engines and exhaust systems on local cruise boats. Mr. Schlickum discussed the degree of satisfaction with the impact of these retrofitting initiatives, noting

that while they represented a necessary intermediate step, the ultimate goal required a shift toward zero-emission solutions. He also commented on the crucial role of federal funding in supporting the "greening" of the local passenger fleet and outlined upcoming programs and policies designed to accelerate the widespread adoption of sustainable propulsion systems. His remarks underscored the commitment of the Berlin Senate to establishing stringent environmental standards for waterborne transport.

Operator Experiences: Scale, Pioneers, and Heritage

The subsequent discussion segment featured three distinct perspectives from the operational side, illuminating the multifaceted challenges of the transition.

- **Mr. Andreas Behrens (CEO, Stern und Kreis Schifffahrt GmbH, Berlin)** provided a strategic overview via a video statement. As head of Berlin's largest fleet of inland passenger cruises, his perspective highlighted the sheer scale and logistical complexity of moving a large, established operation toward sustainability. His contribution emphasized the need for reliable, long-term technological solutions and government support that matched the financial investment required for large-scale fleet modernization.
- **Ms. Louise Ahrens (CEO, Solarwaterworld AG, Berlin)** represented a pioneering perspective. Ms. Ahrens detailed her company's experience with battery-electric engines and solar panels, confirming that the technology was now mature and proven. She specifically highlighted the clear environmental advantages, which included significant noise and emission reduction. The discussion around economic viability was particularly detailed, addressing the installation and operational costs of the technology. Ms. Ahrens also advocated for barrier-free inland navigation, sharing positive public feedback on Solarwaterworld AG's accessible boats. She concluded by identifying key operational constraints in Berlin and proposing concrete ways the regulatory environment could better support their work.
- **Mr. Volker Marhold (Chief Executive Officer of Dahmen & Marhold GbR)** provided an engaging case study on heritage preservation combined with sustainability. As an electrical engineer, his team successfully converted the historical former steamship "Kaiser Friedrich" (dating back to 1886) into an electric battery-powered inland excursion boat. Mr. Marhold recounted the challenges and technical features of the rebuilding project, noting that the greatest difficulty lay in balancing historical integrity with modern electric conversion. He also offered unique insights into the marketing challenges of a unique, premium zero-emission product within a competitive tourist market and proposed general improvements for river cruise operations in the city.

Figure 16: The Panel 1 Discussion on waterborne tourist excursions.

- **Ms. Brigitte Junker (International Policy and Public Affairs Head at Candela Technology, Stockholm, Sweden): International Technological Innovation**
  The final panelist, Ms. Brigitte Junker shifted the focus to radical technological innovation with her discussion of electric hydrofoiling vessels. Drawing on the experience of Candela's P-12, one of the fastest electric commuter ferries, she described their demonstration project in Stockholm. Ms. Junker articulated the crucial advantages and benefits of hydrofoiling technology, including reduced energy consumption, minimal wake, and high speed, which could redefine water-based commuting. She also addressed important regulatory issues, such as how speed and safety concerns were resolved in the Stockholm context, and confirmed strong international interest from other operators and cities looking to implement similar high-speed, zero-emission water transport solutions.

Audience Engagement and Questions

Following the initial statements and the moderated dialogue, a robust question and answer session was opened to the audience. The engagement was high, reflecting the interest in transitioning this vital tourist sector. Key questions raised by the conference attendees included:

- **Infrastructure:** Queries about the availability and future development of charging infrastructure along the Spree River and adjacent waterways, and whether public funds were earmarked for its expansion.
- **Battery Lifespan and Recycling:** Detailed questions were posed regarding the expected lifespan of the large battery systems utilized by electric boats, along with plans and regulations for their eventual recycling and disposal to ensure a truly circular economy model.
- **Noise Pollution:** The audience inquired specifically about the measured reduction in noise pollution in residential areas near the river, contrasting the noise profile of traditional diesel

boats with the new electric vessels.

- **Permitting Process:** Several questions addressed the bureaucratic and permitting challenges faced by operators, particularly those undertaking complex historical refurbishment projects like the "Kaiser Friedrich."

The panelists addressed these questions by reiterating the necessity of cross-sectoral collaboration between public planning authorities and private investors to overcome infrastructure bottlenecks and regulatory hurdles.

Conclusion and Key Takeaways

The panel concluded that the transition to sustainable waterborne tourist excursions in Berlin was not only an environmental imperative but also a proven technological and increasingly economic reality.

Key Takeaways:

1. **Electric Propulsion is Proven:** The experiences shared by Solarwaterworld AG and Dahmen & Marhold GbR unequivocally demonstrated that electric and solar-electric propulsion systems were technologically mature, reliable, and capable of handling both modern tourist operations and complex heritage refurbishments.
2. **Policy Support is Essential:** Continued and targeted policy intervention, including clear regulatory targets and financial support mechanisms (such as retrofitting grants and federal funding for greening fleets), remained critical to accelerate the necessary market shift.
3. **Hydrofoiling Sets a New Benchmark:** International examples, notably Candela's hydrofoiling technology, showcased that sustainable waterborne transport could offer significant performance advantages (speed and efficiency) over conventional vessels, suggesting a strong future for high-speed, zero-emission water transport in urban commuter and tourist roles.
4. **Accessibility and Heritage Integration are Possible:** The successful integration of accessibility features (Solarwaterworld) and the preservation of historical vessels through electrification (Dahmen & Marhold GbR) confirmed that the sustainability transition could be achieved without sacrificing social inclusion or cultural heritage.
5. **Focus Shift to Infrastructure:** The audience engagement emphasized that the primary constraint moving forward was no longer the propulsion technology itself, but rather the rapid expansion of shore-side charging infrastructure and streamlined regulatory processes.

Panel 2: Tourism Economy, Mobility, and Urban Space: Are there options for steering local tourism flows?

Moderators: Prof. Dr. Frank Wolter (Head of Program Sustainable Technology Management. – focus on Mobility and Automotive Industry, SRH University); Dr. Daniel Crotti (Assistant professor in Applied Economics Department of Human Sciences and Innovation for the Territory - University of Insubria, Italy).

Panelists: Ms. Susanna Bernschein (Head of Destination Development, Visit Berlin); Mr. Jorn van der Eng (Chief Executive Officer and Community Manager, Spotted by Locals); Mr. Christopher Greenwood (Operational head at the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University, Scotland); Mr. Adam Engel (Head of Destination Development, Head of Greater Copenhagen, Denmark); Mr. Maxim Streletzki (Managing Director of Estrel Hotel, Berlin); Mr. Andreas Boos (Co-Founder of Naturtrip GmbH).

The second panel discussion addressed the pressing issue of managing tourist concentration within Berlin's core districts (Mitte, Charlottenburg-Wilmersdorf, Friedrichshain-Kreuzberg, and Tempelhof-Schöneberg). The session investigated strategic and technological approaches aimed at diversifying the tourism economy, enhancing urban life for residents, and achieving a more balanced geographical distribution of visitors.

Summary of Panelist Contributions and Key Topics Discussed

- **Ms. Susanna Bernschein (Head of Destination Development, Visit Berlin): Destination Management and Digital Storytelling**
  Ms. Bernschein, led the discussion on official strategies for tourism flow management. She outlined Visit Berlin's core strategies focused on developing Berlin as a sustainable and inclusive metropolis that harmonized tourism with local urban life. She detailed the strategies employed to manage tourist flow in terms of seasonality, geographical distribution, and the purchasing power of demand. A specific focus was placed on the „15-Minute City" model and the „Going Local Berlin" initiative, which promoted authentic experiences beyond central hotspots. She responded to a question regarding the effectiveness of the "Ab ins B" public relations campaign, and discussed its potential applicability to international tourists. Dr. Crotti's opening question prompted a valuable discussion on the relevance of the model in informing similar initiatives across Europe, particularly where gentrification pressures complicated urban policy.
- **Mr. Adam Engel (Head of Destination Development, Head of Greater Copenhagen): Behavioural Nudging and Local Empowerment**

Figure 17: The Panel 2 Discussion on steering local tourism flows.

Mr. Engel, presented innovative mechanisms for influencing tourist behaviour. He emphasized the necessity of a „bottom-up" approach, advocating for the empowerment of local businesses and citizens' groups in the sustainable development process. A major part of his contribution centered on the CopenPay Initiative, a scheme designed to reward tourists for making sustainable choices, such as cycling or using public transport. He was asked to describe the initiative's underlying concept, successes, and challenges. Dr. Crotti positioned CopenPay within the international context of "nudging" effectiveness in tourism policy, prompting a debate on whether incentive-based models could effectively manage behaviour or if they were susceptible to risks such as ‚green-washing.' Mr. Engel maintained that the program's success lay in making sustainable choices more visible, understandable, and relatable to visitors.

- **Mr. Jorn van der Eng (Chief Executive Officer and Community Manager, Spotted by Locals): Authenticity and Decentralisation via Community**
  Mr. van der Eng, presented a platform-based solution for decentralizing tourism. He explained how his company's city guides, curated by a community of 500 local volunteers across 85 cities, deliberately steer tourists away from mainstream hotspots and toward personal favourite local businesses. He argued that giving locals a platform allowed neighbourhoods to thrive and local businesses to profit. Responding to Dr. Crotti, he addressed the ‚authenticity paradox,' suggesting that their community-driven, constantly updated model helped mitigate this risk by focusing on genuinely local businesses and experiences that were not designed for mass tourism.
- **Mr. Christopher Greenwood (Operational head at the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University, Scotland): Data-Driven Visitor Flow Management**
  Mr. Greenwood, introduced the critical role of data in sustainable visitor management. He

stressed that while promoting active travel was fundamental, the future of steering tourism flows lay in leveraging real-time data, smart visitor apps, and dynamic zoning. Mr. Greenwood detailed how intelligent data analysis could help prepare tourist hotspots for visitor flows. He shared examples of management measures proven successful in Scotland and proposed how a city could use digital solutions to promote sustainable mobility and consciously guide visitors via alternative transportation means. He also discussed how Scotland's data-driven approaches compared with global real-time visitor management systems, highlighting the shift from static carrying capacity limits to dynamic, data-informed management.

- **Mr. Maxim Streletzki (Managing Director of Estrel Hotel, Berlin): Periphery Development and Preventing Undesirable Tourism**
  Mr. Streletzki, provided a crucial case study on the successful development of a major tourism centre outside of Berlin's traditional core. He detailed the essential preconditions for developing a new tourism destination or attraction in peripheral areas. He emphasized the importance of adequate infrastructure and local integration. He also offered his opinion on undesirable forms of tourism—typically those that prioritize short-term profit over long-term community well-being—and discussed strategies for prevention. Dr. Crotti's question related this success to Hotel Location Theory, asking which urban policy frameworks enabled this peripheral success that other European cities could replicate.
- **Mr. Andreas Boos (Co-Founder of Naturtrip GmbH): The Car-Free Leisure Alternative**
  Mr. Boos, concluded the panel by presenting a service focused on local day trips and car-free leisure options. He explained that Naturtrip provides services that make car-free options, especially for nature excursions, easy and intuitive, positioning the car as the less attractive option for urban target groups. He detailed his organization's collaboration with various transport authorities and destinations. Dr. Crotti probed the implications of his service concerning the modal shift acceptance between domestic and international visitors, specifically noting differences in travel behaviour between users coming from compact versus sprawling cities.

Audience Engagement and Questions

The audience Q&A focused on the practical implementation of steering mechanisms and the challenge of managing resident-visitor friction:

- **Gentrification and Displacement:** Several questions centred on the unintended negative consequences of successful flow steering and peripheral development, specifically asking Mr. Streletzki and Ms. Bernschein how their initiatives mitigated the risk of increased rent prices and gentrification pressure in newly popular suburban neighbourhoods.

- **Technological Adoption:** Attendees queried Mr. Greenwood and Mr. van der Eng on the rate of adoption of digital steering tools by tourists and whether dependence on technology might exclude less digitally literate or elderly travellers.
- **Funding Models:** A technical question was raised to Mr. Engel concerning the financial model of the CopenPay initiative, asking about the cost-benefit analysis and the specific public or private funding mix that ensured its sustainability.

The panelists consistently emphasized that successful tourism flow steering was not a single policy but a continuously managed balance between economic benefit, environmental impact, and social acceptance, requiring ongoing dialogue with the local community.

Conclusion and Key Takeaways

The second panel conclusively established that the era of passive tourism management was over. Destination cities must now actively employ a combination of behavioural science, data technology, and community empowerment to shape visitor flows and deliver genuinely sustainable tourism.

Key Takeaways:

1. **Steering is Multi-Dimensional:** Successful flow management requires a shift away from focusing solely on tourist numbers toward strategies that address temporal and spatial distribution, supported by authentic storytelling (Visit Berlin) and local curation (Spotted by Locals).
2. **Incentives Outperform Restrictions:** Schemes like the CopenPay Initiative demonstrated the power of incentive-based, positive „nudging" to influence tourist transport and activity choices more effectively than punitive measures like taxes.
3. **Data is the New Compass:** The use of real-time data and intelligent analysis (Moffat Centre) became the essential foundation for dynamic zoning and targeted communication, enabling the proactive management of tourism carrying capacity.
4. **Peripheral Development Requires Planning:** The case of the Estrel Hotel in Neukölln highlighted that new tourist hubs outside the core require strong urban planning frameworks and infrastructure to ensure the benefits are shared, and the risks of ‚touristification' and displacement are minimized.
5. **Modal Shift Requires Seamless Alternatives:** Promoting car-free leisure (Naturtrip) proved to be an effective method of reducing environmental impact, but its success depended heavily on making sustainable public transport and cycling options demonstrably easier and more intuitive than driving.

Figure 18: The Panel 3 Discussion on reducing environmental impacts.

Panel 3: Tourism and Sustainable Local Mobility: options for reducing environmental impacts

Moderator: Prof. Dr. Frank Wolter (Head of Program Sustainable Technology Management. – focus on Mobility and Automotive Industry, SRH University); Prof. Juan Carlos Martín Hernández (Tourism and Transportation Economics, Universidad de Las Palmas de Gran Canaria).

Panelists: Mr. Axel Mißner (Managing Director Enticon Berlin and BCT Berlin City Tour GmbH); Mr. Clemens Rath (Head of Product Management Bike Sharing, Deutsche Bahn AG); Mr. Eike Lütjen (Country Manager Germany, VOI); Mr. Benedict Nell (Senior Sales & Business Development Manager, IOKI GmbH).

The third and final panel discussion of the conference explored how the specific mobility needs of Berlin's approximately 12.7 million annual visitors could be met while simultaneously addressing critical goals of reducing congestion, fuel use, and emissions. The discussion brought together leaders from traditional bus tours, bike sharing, micro-mobility, and on-demand transit services to explore next-generation solutions for urban tourist mobility.

Summary of Panelist Contributions and Key Topics Discussed

- **Mr. Axel Mißner (Managing Director Enticon Berlin and BCT Berlin City Tour GmbH): The Evolution of Organized Sightseeing Tours**
  Mr. Mißner, addressed the high demand for traditional „Hop-on Hop-off" (HOHO) buses. He acknowledged the growing challenge posed by Artificial Intelligence (AI)-powered individualized city tour guides but argued that the HOHO format still offered a vital service for first-time visitors by providing an excellent geographical and historical orientation to the city. A significant portion of his contribution was dedicated to the environmental perfor-

mance and modernization plans of his bus fleet. Mr. Mißner detailed measures taken and intended to reduce fossil fuel use, including analyzing the cost reduction compared to private cars or taxis. He also shared experiences regarding the conversion of diesel buses and plans for the eventual introduction of electrified buses, which some competitors in other cities had already adopted, confirming the need for joint offers (like bus and boat tours) to better integrate with the broader tourism ecosystem.

- **Mr. Clemens Rath (Head of Product Management Bike Sharing, Deutsche Bahn AG): Scaling Sustainable Active Mobility: Bike Sharing**
  Mr. Rath, provided an in-depth assessment of the bike-sharing market. He tackled the question of profitability, identifying the main drivers of costs and revenues and elaborating on various business models that proved attractive for tourists while remaining cost-covering for the operator. The recent decision by Berlin to end its publicly funded bike rental scheme was a key point of discussion, prompting Mr. Rath to comment on whether this represented a retreat from influencing mobility supply. His contribution centered on his vision for „sustainable tourism by train and bike," arguing that combining rail and cycling could create compelling car-free tourism opportunities. Furthermore, he highlighted the inherent challenges of succeeding with Mobility as a Service (MaaS) packages when integrating different transport companies with varying cultures and technologies.
- **Mr. Eike Lütjen (Country Manager Germany, VOI): The Future of Micro-Mobility and Urban Space**
  Mr. Lütjen, discussed the rapidly evolving role of e-scooters and micro-mobility within urban transport. He confirmed that tourist usage extended significantly beyond residents, despite mixed public opinion and safety concerns that led some cities, such as Paris, to impose bans. He addressed the profitability of e-scooter systems and identified key success factors. The conversation explored the consequences of focusing services on tourists versus citizens, noting the tendency for central positioning in inner-city areas. Mr. Lütjen discussed VOI's participation in the Jelbi App (Berlin's mobility platform) and its importance, before concluding with a look at effective market regulation. He proposed that a structured market, perhaps through a tendering process for temporary area monopolies, could mitigate public space clutter. He ultimately envisioned the „15-Minute City" as the ideal backdrop for a flourishing micro-mobility business.
- **Mr. Benedict Nell (Senior Sales & Business Development Manager, IOKI GmbH): On-Demand Transit and Autonomous Futures**

Mr. Nell, concluded the panel with a look at digital, flexible, and future-oriented transport services. He shared recent examples of successful IOKI projects in tourist destinations, demonstrating how digital technologies enabled more convenient and potentially cheaper on-demand transport services. He provided an update on the technology required for autonomous shuttles, citing the most successful autonomous shuttle projects for tourists globally. A critical question was raised concerning the risk of on-demand services cannibalizing public transport ridership, which Mr. Nell addressed by emphasizing strategies to safeguard the public transport system by ensuring on-demand services acted as first- and last-mile feeders, rather than direct competitors. Finally, he looked further into the future, briefly speculating on the potential role and timeline of „air cabs" in general and tourist transportation.

Audience Engagement and Questions

The audience Q&A session focused on regulatory clarity, safety, and integration challenges:

- **Safety and Public Order**: Persistent questions were directed to Mr. Lütjen and Mr. Rath regarding the safety record of e-scooters and rental bikes, specifically how providers managed sidewalk riding, careless parking, and their contribution to public space clutter.
- **MaaS Integration Standards:** Technical queries were raised concerning the necessary standardization of data and technology required for comprehensive MaaS platforms, asking Mr. Rath and Mr. Nell about the feasibility of integrating disparate transport options seamlessly for international tourists.
- **Pricing and Equity:** A question was directed to Mr. Nell concerning the projected low cost of future on-demand shuttles, asking how cities could ensure that competitive pricing did not create a new source of traffic generation by pulling customers away from high-capacity public transport and whether equity considerations were built into pricing models.

The panelists were in agreement that regulatory authorities needed to move faster to establish clear, mode-specific rules and enforcement mechanisms to ensure safety and public acceptance of new mobility options.

Conclusion and Key Takeaways

The final panel provided a clear roadmap for utilizing digital and flexible transport solutions to drastically reduce the environmental footprint of urban tourism. The sector demonstrated a robust appetite for innovation, moving far beyond traditional transport models.

Key Takeaways:

1. **Mobility Mix is Mandatory:** No single transport mode can meet the diverse needs of tourists. Sustainable local mobility requires an interconnected system integrating optimized HOHO buses, scalable bike-sharing, flexible micro-mobility, and advanced on-demand shuttles.
2. **Digital Integration is the Service Core:** Platforms like MaaS (Jelbi App) and advanced digital dispatching (IOKI) were recognized as essential, not just for operational efficiency, but for simplifying complex, multi-modal travel decisions for the foreign tourist, thereby driving modal shift.
3. **Regulation Must Evolve:** The rapid deployment of micro-mobility demanded quicker regulatory responses from city authorities (like station mandates and market tendering) to address public safety, clutter, and equitable geographical distribution.
4. **On-Demand's Strategic Role:** On-Demand services and autonomous shuttles were positioned as crucial tools for providing first- and last-mile connectivity, potentially solving access issues in areas poorly served by fixed-route public transport, provided they remained complementary and did not undermine core public transit.
5. **Active Travel is a Premium Experience:** Bike-sharing and associated services, especially when linked to rail (Deutsche Bahn), were viewed not merely as emission-reduction tools, but as premium experiences that contributed to a deeper, more sustainable engagement with the destination.

Figure 19: Guided tour by Berlin on Bike

5. Closing Activity – Bike Ride and Neighbourhood Walk to Neukölln

As the formal sessions concluded, participants were invited to join a bike-assisted city exploration culminating in a guided walk through Neukölln, one of Berlin's most diverse and rapidly transforming districts. The route showcased the city's cycling infrastructure, green corridors, and cultural hubs, allowing participants to observe firsthand how sustainable mobility connects urban vitality with community identity.

The tour was not merely recreational; it embodied the principles debated throughout the conference. Travelling by bicycle and on foot highlighted the human scale of mobility, demonstrating how low-carbon modes foster inclusivity, health, and interaction. Conversations continued informally along the route, with participants exchanging reflections on the morning's discussions against the backdrop of Berlin's waterways and historic bridges. The walk concluded with light refreshments near the Landwehr Canal, symbolically closing the conference's second day where theory met practice. This experiential component reaffirmed SRH University's commitment to experiential learning and its vision of Berlin as a living laboratory for sustainable transport and tourism.

6. Photo Gallery

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